July 25, 1996

To: All District Managers

From: Larry LaScola

Subject: R.J. Reynolds Sign Placement

Managers,

Due to the recent removal of R J Reynolds Overhead Pack Racks, we have agreed to allow the company to place 15 x 49 lighted signs in all locations that no longer have their overhead units. This sign must be placed in the primary selling area in an agreed upon location. In the next few weeks an RJR Representative will be contacting the Store Managers to find a location for these signs.

Thank You,

Larry LaScola 7-25-96

MANAGERS -
CALL ME
IF YOU
ARE
NOT
CLEAR
LL

51846 5971

Source: https://www.industrydocuments.ucsf.edu/docs/jkky0000